

ExploreAsheville.com

Packaging FAQ

1. What is a package?

A package combines an overnight stay at a Buncombe County Occupancy Tax collecting accommodation and an amenity outside the regular stay such as a Western North Carolina attraction/activity or Buncombe County restaurant or retail shop. It is advertised at one price and is booked through the accommodation and posted for viewing on the accommodations web site (required action in order to be posted on www.ExploreAsheville.com).

Package components:

- **Package Name** – creativity counts!
- **Price** – total price for all parts (excluding taxes, gratuities, etc.)
- **Duration** – minimum nights stay indicated
- **Availability** – dates the rate and package can be booked (i.e. Year Round – Jan-Dec, Seasonal – March-Oct., Sept.-Nov., etc.)
- **Details** – items included in package (i.e. type of accommodations, tickets, services, etc.)
- **Web site link** – URL to packaging page/section on booking partners Web site
- **Additional Information** – exclusions such as blackout dates, availability amendments (i.e. Sunday-Thursday, etc), other information
- **Reservation Phone #** - Toll-free or local number
- **Picture** – high resolution image or logo

2. Can you provide an example of a package?

- **Package Name** – The Art of Asheville
- **Price** – \$355
- **Duration** – 2 nights minimum
- **Availability** – January through December
- **Details** –
 - 2 nights' accommodations
 - 2 tickets to Biltmore
 - 2 tickets to the Asheville Art Museum
 - Etc.
- **Web site link** – www.ashevillehotel.com/packages
- **Additional Information** – All packages are based on availability. Tax is additional. Blackout dates may apply. Advance reservations required. Other restrictions may apply. Rates are per room, per night and based on availability at the time of reservations.
- **Reservation Phone #** - 800-555-5555
- **Picture**

3. How do I package?

Hotellers, attractions, activities, restaurants and retail shops partner to combine overnight/ multi-night stays with tickets, services or discounts to offer at one price and bookable at one time to potential visitors. The Asheville Convention & Visitors Bureau (ACVB) does not compile any packaging components, rather the ACVB promotes those packages put together by Buncombe County accommodations on www.ExploreAsheville.com and through other media channels.

Keep an eye out for packaging seminars, webinars and helpful hints and ideas from the ACVB staff via email.

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Packaging FAQ, Continued

4. Who can have packages on ExploreAsheville.com?

- Accommodations within Buncombe County that collect & remit Buncombe County Occupancy Tax (OT) to the Buncombe County Finance Department. (The OT is a 4% tax above and beyond Sales Tax.)
- Attractions/activities in Buncombe County or within 100 miles of Asheville (within North Carolina)
- Retail & dining within Buncombe County

5. What is the criteria to have a package on ExploreAsheville.com?

- Only entities listed in question 4 can submit packages on ExploreAsheville.com
- Package must be valid during dates specified on package submission
- Package must be listed on your website and direct link to package must be included with submission

6. How do I post my package on www.ExploreAsheville.com?

Log-on to www.exploreasheville.com/about-asheville/members/ to add/update/delete your organization's packages. Once you log-in, click on "Member Record", then scroll to the bottom and click the "Web" tab. First, you must upload the image you would like use for the package. Upload the image by clicking on the "Media" tab and then click on "New Logo/Image" on the right side of the page. Once your image is uploaded, click on the "Coupons" tab. You should see a list of your current coupons/packages, if you have any. Click on "Add New Coupon" on the right side of the page to add a new package. Your package will then go into an approval queue where it will be reviewed by an ACVB staff member. You will be notified via email when your package has been approved/denied.

**If you do not have your log-in information, please contact Web Manager, Derek Mislner, at dmislner@exploreasheville.com.

NOTE: Periodically the ACVB will send out email requests for specific packages with PR/Marketing focus. (i.e. Blue Ridge Parkway 75th Anniversary packages; Holiday/Seasonal packages; culinary packages.) Be creative; include as many unique components as possible.

Packages will be approved/denied within 72 hours of submission to help maximize exposure in at least one of twelve categories. These categories include seasonal, romance, spa, culinary, cultural, family fun, girlfriend getaways, golf, outdoor, Biltmore packages, as well as specials and deals. The ACVB reserves the right to determine the category.

7. How do I make changes to my existing package?

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Still not sure what to do or have more questions? Contact Lauren Harris at 828.258.6102, email at lharris@exploreasheville.com, or visit ExploreAsheville.com.